AgriStress Helpline®
Logo Use Guide

Partner organizations are welcome to create materials promoting the helpline, and may put their logos on the materials as long as they use the AgriStress Helpline logo correctly.

Phone number, phone and chat icon, "call or text," and name must be together, with no separation. UNLESS the details are appearing in sentences/paragraphs. OR if the logo's phone number is too small to meet accessibility standards for the promotional format, like for a commercial or billboard advertisement).

In the special cases where the number is separated from the name (except when in a sentence), the phone and chat icon MUST appear on the left side of the phone number. The phone number may use hyphens or periods. The last 4 digits may also be replaced with "AGRI" (833.897.AGRI).

Some of the lettering is custom designed and should not be replaced by any other type (unless the information is being used in a sentence).





The logos proportions should never be changed, and they should never be smaller than **2 inches wide** and **1.2 inches high**.





Logo files are available in PDF, EPS, and PNG in all-white, all-grey, color with grey text, and color with white text. All logos have a transparent background.

Grey	Green	Yellow
C: 68%	C: 80%	C: 1%
M: 62%	M: 1%	M: 19%
Y: 58%	Y: 100%	Y: 100%
K: 46%	K: 0 %	K: 0%
#414042	**#0db04b**	**#ffcc02**

The official AgriStress Helpline colors are:

- Grey (as pictured)
- Green (as pictured)
- Yellow (as pictured)
- Black (industry standard)
- White (industry standard)

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Trademark Mention
When mentioning the AgriStress Helpline in text, always include the registered trademark symbol (®) with the first or most notable mention of the AgriStress Helpline on each page. (You will notice that the ® symbol appears in the document title.)

Even if the ® symbol is in a logo, still include it in the most notable text mention (unless the logo takes up a large amount of space).

Capitalization and Spacing
When using the full name, always capitalize the first A, S, and H in the AgriStress Helpline (unless it is in a URL, such as: agrisafe.org/agristress-helpline).

There is NO SPACE in AgriStress, but there is a space between AgriStress and Helpline.

Acceptable and Unacceptable Names for the Helpline
After mentioning the correct title, the "AgriStress Helpline" you may refer to it as a:

- Crisis helpline ✓
- Crisis hotline ✓
- Helpline ✓
- Crisis call line ✓
- Suicide crisis line ✓
- Crisis and support line ✓

NEVER REFER TO THE HELPLINE AS:

- "AgriSafe Helpline" ✗
- "AgriSafe Hotline" ✗
- "AgriStress Hotline" ✗
- "AgriStress" ✗
- "Agri Stress Helpline" ✗
- "Agristress helpline" ✗
- "agri stress helpline" ✗
- "agristress helpline" ✗

State-Specific Phrasing
When promoting the helpline in a specific state, you may add "for <state>" after "the AgriStress Helpline." EXAMPLE: "The AgriStress Helpline for Virginia is available by call or text, 24/7/365 at 833-297-3474."

It is recommended to use the state-specific logos on all state-based marketing materials.

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Services Provided and a Note on Professional Titles
The AgriStress Helpline is a 24/7/365 suicide crisis line, plus a resource and referral line.

The helpline is answered by crisis support specialists who have over 300 hours of extensive evidence-based training that was developed (and is maintained) by licensed clinicians and credentialed professionals from the crisis response field.

Professional titles such as counselor, therapist, psychologist, and psychiatrist indicate specific education, licensure, and scopes of practice that crisis support specialists do not hold.

Acceptable and Unacceptable Titles of Service Providers

When referring to people who answer the helpline, you may call them:

- Crisis specialists ✓
- Crisis call specialists ✓
- Crisis support specialists ✓
- Specialists who offer... (the following...)
  - resources ✓
  - referrals ✓
  - emotional support ✓
  - crisis support ✓
  - mental health support ✓
  - behavioral health support ✓

NEVER REFER TO THEM AS:

- Counselors ✗
- Therapists ✗
- Doctors ✗
- Psychiatrists ✗
- Psychologists ✗

Again, this is important because different titles refer to different certifications, licensures, and services provided. Using the incorrect term can mislead the public about how the helpline can be of use to them.